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U. S. Department of Agriculture

Or

DANIEL RYERSON

BOX 805

HOMESTEAD, FLA.

"SURPRISE ME" SPECIALS

SURPRISE ME SPECIAL NUMBER ONE - Mature, Blooming Size Plants.

Wouldn't it be nice to fly all over the country, picking out the plants you want, when they are in bloom? But how many Orchidists can do that? Even the few who can, are apt to miss many a good buy because its flowering date does not happen to coincide with the date of their visit.

Others try to buy only hybrid names they recognize -- those names having had a lot of publicity and ballyhoo. Thus they usually find they must pay higher than average prices because the most publicized names are in scarce supply. Plants of equal or superior quality are completely overlooked just because the buyer doesn't happen to recognize the names attached to them.

One of my problems in listing mature hybrids for sale is to make sure I have plenty of plants of each hybrid offered. The moment I include a hybrid of which there are only fifteen or twenty plants available, THAT'S the one that will appeal to more customers than any other and I'll receive fifty or more orders for it! Then I must disappoint the late-ordering folks, or strive to sell them another hybrid, "Just as good or better".

More often than not -- to help offset the customer's disappointment when he finds he can't buy his first choice -- I offer him a substitute plant that I know he'll like even better, when he sees it in flower! He may not recognize (nor even be able to pronounce) the hybrid name -- but he will recognize the beauty of the flowers it produces.

As a result of this, I now have a group of customers who make a habit of letting me choose their plants for them in the first place. "I do so much better when you choose for me", writes one. Or, "I'm desperately in need of a nice plant for a gift. Surprise me again", writes another.

Every year at inventory time, I find myself amazed at the quantities of fine hybrids I've never offered for sale. Why? 1. Their names wouldn't help me sell them if I did list them. 2. I have too few of any given hybrid to issue a general listing.

Among the group there are White, White-Colored-Lip and all shades of lavender and purple. In many instances there are only two or three plants of the hybrid available.

So, wouldn't you like to be SURPRISED by having me choose one or more of these fine plants in 5, 5½ or 6-inch pots for you? Let me know your color preferences and I'll do my best to satisfy them.

Please understand. These are not "amnesia victims"! Each is tagged with its correct name, and I'll do my very best to select for you as carefully as if I were choosing an assortment of plants for my own collection.

Single mature SURPRISE ME hybrid..... \$5.00 (Customer refunds shipping charges.)
Six " " " hybrids..... \$25.00 (Shipping charges collect.)
(each different)
Thirteen " " " " \$50.00 " " "
Thirty " " " " \$100.00 " " "
(Even on orders of 30, you will receive at least 15 different hybrids.)

"SURPRISE ME" SPECIALSSURPRISE ME SPECIAL NUMBER TWO - Big Seedlings Out of $3\frac{1}{2}$ -inch Pots.

Every time I compile a seedling offer, I find myself regretting that I must omit some of the biggest, huskiest seedlings -- because 1. there are too few of the cross to include them, or 2. on a list of newly named hybrids, this one still must carry only its parents names, for it has not been registered, or 3. while it has been named, the name chosen by the hybridizer has no sales appeal.

If you doubt the importance of the third point, ask yourself:

"Other things being equal, would I be apt to choose a new hybrid named LC MEM. HIDESABURO TAKAFUJI in preference to LC PAMELA ROGERS?"

"In choosing between two fine whites with Bow Bells parentage, would I select C. GENERAL PATTON or C. STORYLAND?" No matter how much you may have admired the general, I doubt if you automatically connect his name with a dainty, pure white flower!

Neither of the unsuitable names used as illustrations are on this list of "SURPRISE ME" seedlings.

In fact, the majority of these hybrids have not yet been registered. The name tags will carry the names of both parents, with the usual "X" between them. If you are the first to bloom yours, maybe you will have the privilege of naming it! Write and ask me about this when the seedling produces its first flowers.

Won't you let yourself be SURPRISED by having me select an assortment of these husky big seedlings for you? A small assortment will include White, White-Colored-Lip and some shade of lavender or purple. In a larger assortment (11 or more), I'll include one seedling with UNUSUAL color background: yellow, bronze, peach, apricot or red.

I feel confident you will be pleased with the physical appearance of these near-blooming-size "Surprise Me" seedlings. I hope you will be even happier when they start coming into flower for you.

THREE SURPRISE ME seedlings out of $3\frac{1}{2}$ -inch pots (W, WCL and Col.).....\$12.50
(If you want enough LARGE SEEDLING SIZE SILVACON to repot, make it \$12.75)

SIX SURPRISE ME seedlings out of $3\frac{1}{2}$ -inch (assorted W, WCL and Col.).....\$22.00
(If you want enough LARGE SEEDLING SIZE SILVACON to repot, make it \$22.50)

ELEVEN SURPRISE ME seedlings out of $3\frac{1}{2}$ -inch (assorted colors, with one UNUSUAL)..\$30.00
(If you want enough LARGE SIZE SEEDLING SIZE SILVACON to repot, make it \$31.00)

Please Note: Assortments of three or six travel postpaid in U.S.A. Sets of eleven by Railway Express, shipping charges collect.

Want yours selected and set aside for you until the weather is warmer in YOUR NEIGHBORHOOD? Order and pay for them now. They will be shipped in April, or whenever you let me know you are ready to receive them.

SILVA-FOOD

The perfectly balanced, highly concentrated food devised especially for Orchid plants and seedlings grown in SILVACON.

Want your Orchids to thrive and flower so they will reflect maximum credit on you, their grower?

Then don't be satisfied with an incomplete formula that will give them only three of the things they need to keep alive.

SILVA FOOD is made up of TEN elements and minerals - - with all the trace elements the plants are known to utilize.

It is completely soluble in water - no irritating residue to burn leaves.

Inexpensive, too, for a little goes a long, long way. One teaspoonful of the powder, plus three drops of the trace elements, are plenty for one gallon of vitalizing solution.

The \$2.00 package makes 120 gallons of Orchid Fertilizer.

The new ARTICLE K, in your folder, gives complete feeding instructions. If you don't have it, ask for it.

\$2.00 package, with drops and dropper _____ Postpaid in U. S. A.

Or, two of the outfits, complete _____ \$3.50 _____ Postpaid in U. S. A.

DATE _____

DANIEL RYERSON, BOX 805, HOMESTEAD, FLA.

Send me _____ package(s) SILVA-FOOD for my plants in SILVACON. I already have you new ARTICLE K on feeding _____. I do not have your new ARTICLE K, so please include it_____.

Signed _____

St. & No. _____

Amt. encl: \$ _____ City and State _____

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Paula Brown

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